



**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

# CONTRACT

<u>Contract / Revision</u> 822064 /		<u>Alt Order #</u> 06321280
<u>Product</u> AMERICAN CROSSROADS		
<u>Contract Dates</u> 09/19/12 - 09/27/12		<u>Estimate #</u> 1017
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 09/18/12 / 09/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:


**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/21/12	09/21/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	----1--	1			\$3,000.00				
N 2	WOIO	09/21/12	09/21/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	----1--	1			\$2,500.00				
N 3	WOIO	09/24/12	09/24/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	1-----	1			\$3,000.00				
N 4	WOIO	09/24/12	09/24/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	1-----	1			\$2,500.00				
N 5	WOIO	09/20/12	09/27/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	---1---	1			\$3,000.00				
Week:		09/24/12	09/30/12	---1---	1			\$3,000.00				
N 6	WOIO	09/20/12	09/27/12	Action News at 5p	5-6p		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	---1---	1			\$1,500.00				
Week:		09/24/12	09/30/12	---1---	1			\$1,500.00				
N 7	WOIO	09/25/12	09/25/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	-1-----	1			\$3,000.00				
N 8	WOIO	09/25/12	09/25/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/24/12	09/30/12	-1-----	1			\$1,500.00				
N 9	WOIO	09/19/12	09/26/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	--1----	1			\$3,000.00				
Week:		09/24/12	09/30/12	--1----	1			\$3,000.00				
N 10	WOIO	09/19/12	09/26/12	Action News at 6p	6-630p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/17/12	09/23/12	--1----	1			\$2,500.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

**CLEVELAND'S**  
  
**WOIO**

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate		Spots	Amount
Week:		09/24/12	09/30/12	--1----				1	\$2,500.00			
Totals											14	\$35,500.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	14	\$35,500.00	\$30,175.00
Totals	14	\$35,500.00	\$30,175.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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